



# Art in the Park Audience Development 2025

Audience Development Report for Art in the Park 2025



## Introduction

In 2024, Art in the Park (AitP) again demonstrated its impact as a leading cultural event, welcoming approximately 50,000 visitors to Jephson Gardens in Leamington Spa. The festival showcased over 450+ artists, musicians, and performers, generating an estimated £2.18 million in economic activity. Feedback from attendees, artists, and performers emphasised the festival's success while highlighting opportunities for growth and inclusivity.

## Key Insights

### Visitors

- **Net Promoter Score (NPS):** Visitors rated AitP highly, with an NPS of 76.92. Over 90% of visitors rated their experience as "very good" or "good."
- **Activities:** Eating, drinking, listening to music, and buying art were the most popular activities. Workshops and dance/theatre performances also attracted significant interest.
- **Demographics:** Most visitors were local, with 34% from Leamington Spa and 47% from nearby Coventry and Warwickshire.
- **Motivations:** 69% attended due to positive experiences in previous years, while 49% sought inspiration.

### Artists

- **Satisfaction:** 97% of artists rated their AitP experience positively, with an NPS of 76.43.
- **Sales:** Artists achieved record-breaking sales of £188,000, nearly doubling the previous year's total.

### Performers

- **Engagement:** All performers expressed interest in returning, with an NPS of 100.
- **Highlights:** Performers appreciated the organisation, audience engagement, and festival atmosphere.
- **Recommendations:** Suggested improvements included backstage storage, more efficient parking.

## Strategic Goals for 2025

### 1. Expanding Audience Reach

- **Local and Regional Growth:** Strengthen outreach in Coventry and the Midlands to attract more regional visitors. We are doing this by working with Imagineer Productions who are based in Coventry, we also already offer some of our community outreach workshops in Coventry and we will continue to do this.
- **National Recognition:** Enhance marketing efforts to position AitP as a nationally recognised festival. In 2023 AitP was shortlisted by national events company Access All Areas as the best visitor experience for festivals in the UK. We plan to continue working with high-profile performers and productions to make sure our reach is stronger for national recognition.

## 2. Promoting Diversity and Inclusion

- **People of the Global Majority Representation:** Increase programming and outreach to diverse communities through collaborations with groups like Vital Moves, New Futures Creatives, Linden Dance, Gaana Kings, and much more. This is a key consideration in our programming and curation of the festival.
- **Low-Income Accessibility:** Expand free transport and food voucher programs to reduce attendance barriers. For the last 3 years we have offered the food vouchers with continues success. We also maintain free admission and keep 99% of all our children's activities as free.

## 3. Engaging Young Audiences

- **Youth Involvement:** We will continue our collaborations, such as SPLAT, to encourage young people to contribute artwork and assist in festival planning. Additionally, we are partnering with Motionhouse Youth Dance Production to provide them with opportunities to experience programming and to create a festival-specific piece. We will maintain our work with Warwickshire College to offer volunteer opportunities and with the Imagineer Productions Youth project, Transformations. This initiative allows young people to take on roles and gain experiences they might not normally have access to. Furthermore, we are bringing back the successful LAMP Youth music stage at the festival. All of these projects require varying levels of mentorship from the AitP team to help shape the plans and aspirations of youth in the Midlands.
- **Social Media Outreach:** Utilise platforms like TikTok to connect with younger audiences. Our most successful marketing strategies have involved various social media channels. Therefore, our social media team will explore TikTok as a new tool to engage this demographic.

## 4. Improving Accessibility

- **SEND-Friendly Features:** We plan to double the number of quiet areas. Our offerings include a variety of SEND-friendly workshops, and BSL interpretation. Our Inclusion Officer, Karen, will be meeting with local families and community groups to ensure we are providing the necessary resources and support that these visitors need and want.
- **Enhanced Communication:** Provide clear SEND Friendly digital maps and advance information tailored for SEND families well in advance of the festival.

## Conclusion

Art in the Park 2025 has set a strong foundation for growth and innovation. By focusing on inclusivity, diversity, and accessibility, we aim to broaden our audience while maintaining the festival's core values of creativity and community spirit.

